

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

August 21, 1997

RJR Account #081120

Mr. C. Polino

BUFFALO TOBACCO

September WINSTON B2GF CAP / PROMOTION #700927

Dear Coz:

WINSTON regular product has been ordered (see quantities listed below), as well as 15 skus of B2GF Cap Sleeves / Displays (Item #529301) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

<u>UPC Code</u>	<u>WINSTON</u> <u>Brand Style</u>	<u>Case</u> <u>Size</u>	<u>#/ Cases</u>
12300-11112	<i>Light</i>	12M	<u>1</u>

Product / Premium Arrival:

September 15, 1997

Ship Date to Retail:

Week of: September 23, 1997

SKU CUBE:

2.5480

SKU WT (w/o Product):

8.2000 lbs

Retail Sales Offer per Sku:

20 units

Billing per Sku:

4 Full Price Cartons

EFT \$ Amount:

\$709.17

Non-EFT \$ Amount:

\$N/A

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B2GFP
BUFFALO TOBACCO

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-free-Cap sleeves. Two packs of Winston product should be placed into the sleeve. Consumer purchases two packs, receives a free *Winston 'No Bull' Cap*.

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$28.00 (1 case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: C. Alessandra

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-WINCAP.DOC

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WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 4TH QTR.'97

October WINSTON B2GF HAT (Buy 2 Packs Get Free Hat)

TEPS

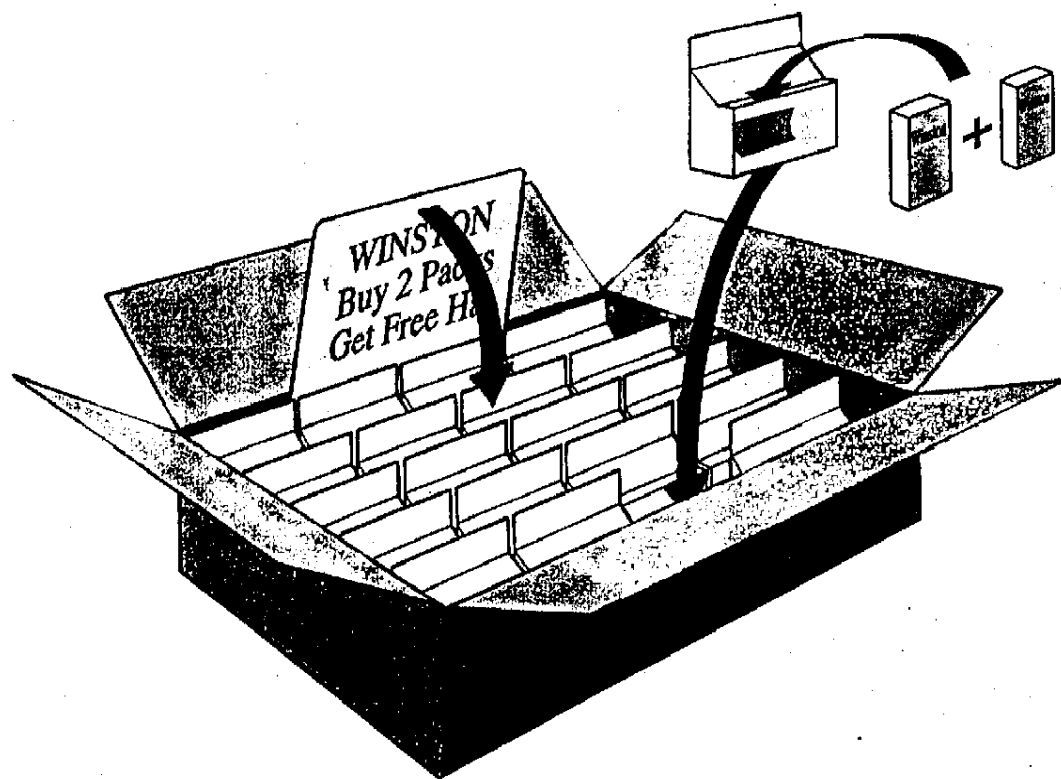
Open WINSTON B2GF Hat shipping case.

Add 2 "live" Winston packs of the same brand style to each sleeve.

Fold display header card down.

Close and tape case.

Ship to retailer.



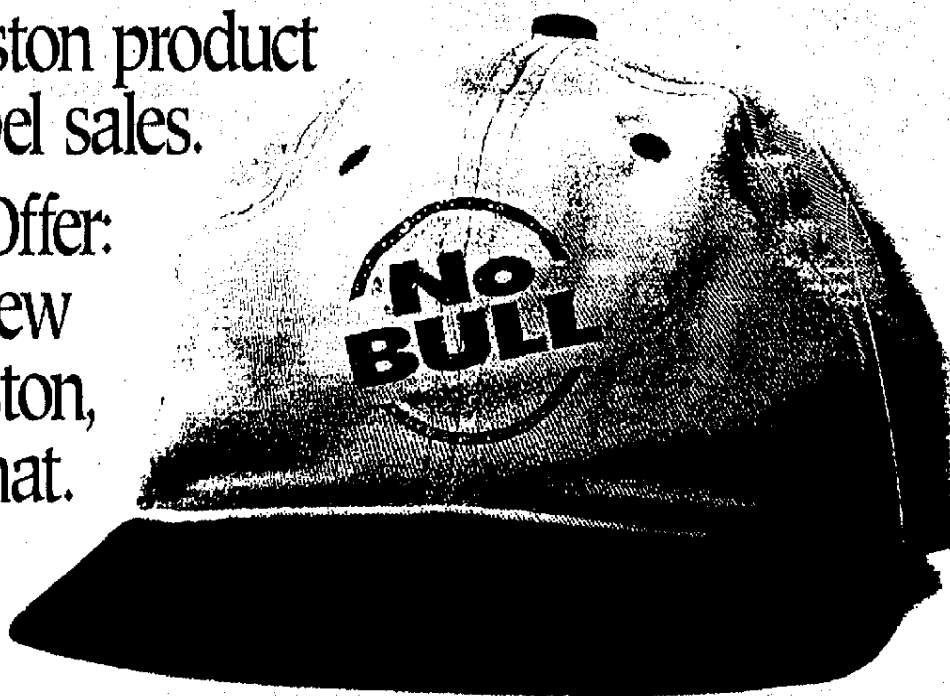
Item: # 529301

Description: WINSTON B2GF Hat Display / POS Kit

Brand Style	<i>Light King</i>					
Number of Cartons	<i>4</i>					

The right premium **CAPS** everything off

- No-additive Winston product continues to propel sales.
- Special October Offer: Buy 2 packs of new no-additive Winston, get free No Bull hat.
- National ad campaign drives "No Bull" attitude right to your customers.



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No additives in the smokes.
Lots of additives in
your cash register.

BPEN55B2

WORKPLAN VAP TEMPLATE LISTING

PAGE: 5
DATE: 97-08-11
TIME: 03:12 PMWHOLESALER : 081120 BUFFALO TOBACCO PRODUCTS <DIRECT>
TEMPLATE : 700927 71000 WIN OCT HAT
TEMPLATE SEQ : 0018
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162601	162629	624663	A-PLUS #60838	1301 HERTEL AVE	BUFFALO	NY	14216	1		0362-0102	047514	(716) 873-7005
162601	162626	660889	FOOD PLUS II	317 ENSMINGER RD	TONAWANDA	NY	14150	1				(716) 871-8771
162601	162626	667214	NFT MOBIL	8721 NIAGARA FALL	NIAGARA FALLS	NY	14304	1				(716) 297-6085
162601		716625	A-PLUS MINI MARKET	1390 DELAWARE AVE	BUFFALO	NY	14209	1		0362-0102		
162601	162626	752642	RAINTREE CONVENIENC	2960 COLVIN BLVD	TONAWANDA	NY	14150	1				(716) 694-7379
162601	162629	398677	CORNER STORE	2815 DELAWARE AVE	KENMORE	NY	14217	1	NYS			(716) 875-4752
162601	162629	397510	LAUTNER'S CORNER	431 TERRACE BLVD	DEPEW	NY	14043	1	NYS			(716) 683-4722
162602	162629	665636	MICHAEL'S SUNOCO	3705 HARLEM RD	BUFFALO	NY	14214	1				(716) 836-1314
162602	162625	691459	A-PLUS MINI	460 ELMWOOD AVE	BUFFALO	NY	14222	1		0362-0102		(716) 881-1557
162602	162629	765426	MAYBACKS FOOD SHOP	3035 GENESEE ST	CHEEKTOWAGA	NY	14225	1	NYS			(716) 895-9201
162602	162622	323511	GAS-RITE, INC.	11665 BROADWAY ST	ALDEN	NY	14004	1	NYS			(716) 937-9931
162602	162622	397930	CORNER STORE	155 LAKE AVE	LANCASTER	NY	14086	1	NYS			(716) 681-8251
162603	162625	483559	GANCI'S EXPRESS MAR	1241 E LOVEJOY ST	BUFFALO	NY	14206	1				(716) 892-2427
162603	162625	506533	CENTER RD. SUPER	1207 CENTER RD	WEST SENECA	NY	14224	1	NYS			(716) 674-4545
162603	162625	397014	CORNER STORE	2050 CLINTON ST	BUFFALO	NY	14206	1	NYS			(716) 825-2222

PAGE BREAK TOTAL ACCOUNTS 15 TOTAL QUANTITY 15

TEMPLATE TOTAL ACCOUNTS 15 TOTAL QUANTITY 15

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09/23/97

ACCOUNT NUMBER: 081120	BUFFALO TOBACCO PROD
VOUCHER NUMBER: 15371194	202-208 RHODE ISLAND
DATE WRITTEN: 09/23/97	BUFFALO , NY 14213
STATUS: PAID	
AMOUNT PAID: 28.00	SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	1.00	28.00

EXPLANATION: OCTOBER: WINSTON B2GF CAP #700927/CHERYL ALESSANDRA

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